

ITN No. N237438JA
Marketing Services
Scoring of Written Proposals
March 15, 2023

Priority Marketing of Southwest Florida	91.20
Spiro & Associates Marketing, Advertising, Public Relations and Brand Architecture	74.65
Digital Diagnosis Marketing	54.53


48 Vendor(s) Were Notified of ITN
3 Vendor(s) Submitted Responsive Proposals
2 Vendor(s) Returned a No Bid
43 Vendor(s) Did Not Respond

APPROVED BY: Tracey Adams CLGPO, Director of Procurement
Department of Procurement Services
Date: March 23, 2023

THE SCHOOL DISTRICT OF LEE COUNTY DEPARTMENT OF PROCUREMENT SERVICES 2855 COLONIAL BLVD. FORT MYERS, FLORIDA 33966 MARKETING SERVICES ITN NO. N237438JA SUBMITTAL DATE: Wednesday, March 8, 2023			Digital Diagnosis Marketing Attn: Khalida Cook	Priority Marketing of Southwest Florida, Inc. Attn: Teresa L. Hansen	The Spiro Group, Inc., d/b/a Spiro & Associates Attn: Christopher T. Spiro	TLC Marketing & Creative Services, Inc. Attn: Trish Leonard	Voss & Associates Attn: David R. Voss
			4600 Summerlin Road, C-2500 Fort Myers, FL 33919	12140 Carissa Commerce Ct., Ste. 201 Fort Myers, FL 33966	2200 Broadway, Suite 200 Fort Myers, FL 33901	9148 Bonita Beach Road, Suite 201 Bonita Springs, FL 34315	2753 Mayport Road, # 1510 Jacksonville, FL 32233
			(239) 674-6555	(239) 267-2638	(239) 481-5511	(239) 405-8115	(941) 650-4614
			kcook@digitaldiagnosis.com	Teri@PriorityMarketing.com	cspiros@spiroandassociates.com	Trish@trishleonard.com	david@vossandassociates.net
ITEM NO.	DESCRIPTION	UOM	UNIT PRICE	BEST AND FINAL OFFER	UNIT PRICE	UNIT PRICE	UNIT PRICE
1.	Sample Work Project 1 - Advertising Samples for Hiring Many Qualified Teachers	Fixed Fee	\$ 1,125.00	\$ 7,285.00	\$ 175.00	NO BID	NO BID
2.	Sample Work Project 2 - Long-Form Informational Document	Fixed Fee	\$ 499.00	\$ 35,498.00	\$ 2,500.00		
3.	TOTAL FIXED FEE FOR PROJECTS 1 & 2		\$ 1,624.00	\$ 42,783.00	\$ 2,675.00		
4.	Hourly Rate for Additional Support	per hour	Graphic Design - \$90/hour	Creative & ADA - \$135/hour	Acct. Service - \$175/hour		
5.	Hourly Rate for Additional Support	per hour	Web Design - \$205/hour	Public Relations - \$135/hour	Design - \$175/hour		
6.	Hourly Rate for Additional Support	per hour	Marketing Strategy - \$175/hour	Marketing & Advertising - \$135/hour	Public Relations - \$175/hour		

48	Vendor(s) Were Notified of ITN	AWARDED VENDOR
<u>3</u>	Vendor(s) Submitted Responsive Proposals	
<u>2</u>	Vendor(s) Returned a No Bid	
<u>43</u>	Vendor(s) Did Not Respond	

It is recommended that this ITN be awarded to **Priority Marketing of Southwest Florida, Inc.**, being the highest ranked, best value firm(s) based on the evaluation committee ranking and negotiated pricing.


 APPROVED BY: Joni Al-Shabibi Date: March 21, 2023
 PROCUREMENT AGENT